

Advertising Rate Card

We offer 3 principal options for advertising within LuxuryTravel.com.

Banner Adverts

The first is banner advertising. LuxuryTravel.com specifically concentrates on the quality of content on the site and its relevancy to the site visitor. As a result we only offer two banner advert placements per page in the right hand column in a **250 x 250** format. The use of flash is limited to just one of these adverts at any one time on the site.

Adverts may be placed at a city level, country level, or run of site. The minimum placement period is one month. All figures are in USD.



	City	Country	Run of Site
One Month	\$1,000	\$2,500	\$8,000
Two Months	\$1,600	\$4,000	\$15,000
Three Months	\$2,000	\$5,000	\$20,000

Property Placements

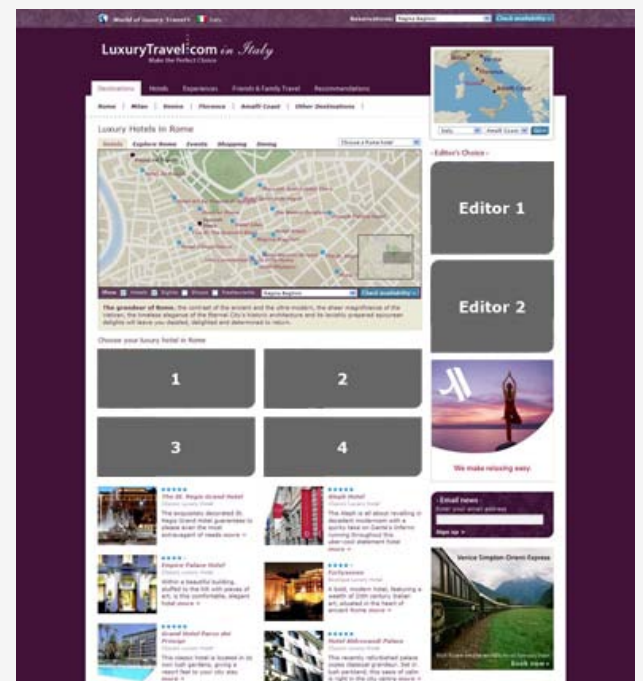
We offer paid placement opportunities for hotel owners to improve the visibility of their property with two options:

Editor's Choice:

Located adjacent to the main city map on the right hand side these placements create the maximum placement value possible

Top 4 placement:

These 4 featured placements provide high visibility for your property particularly in cities with a highly competitive marketplace



	<i>Editor's Choice</i>	<i>Top 4</i>
<i>One Month</i>	\$2,000	\$800
<i>Two Months</i>	\$3,250	\$1,200
<i>Three Months</i>	\$4,500	\$2,000

Promotions

We offer two options for promoting products, services and special offers.

In-text placements:

We will consider proposals for in-text placement within our Friends and Family, Experiences and Recommendations pages at \$1,000 for one year. This is for one paragraph of descriptive text and a link to the promoter's website. Text will be vetted and must be relevant to the page content and to our user demographic to be considered.

	<i>Website</i>
<i>One Year</i>	\$1,000

Newsletter promotions:

Special promotions or tailored offers, competitions etc. can be distributed through a once only newsletter to our mailing list.

	<i>Advert</i>	<i>Editorial Feature</i>
<i>One Month</i>	\$500	\$1,000

If you have a specific campaign in mind which is not covered by the options above, please contact Louise on Louise@LuxuryTravel.com with your proposal.

Terms

We reserve the right to refuse to place adverts where the content is deemed unsuitable.

Banner advertising minimum placement is one calendar month.

In-text promotions minimum placement is 12 months.

Newsletter promotion maximum once per year.

All prices are USD and valid 2009-2010.